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设计篇



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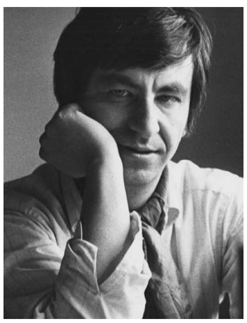
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Heinz Edelmann [illegible]



[illegible]Heinz Edelmann[illegible]1934—2009[illegible]
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[illegible]Yellow Submarine[illegible]1968[illegible]
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Edelmann[illegible]
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1974[illegible]5[illegible]
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Reden
muß man
miteinander
Eine Spielserie über Liebe, Zärtlichkeit, Begegnung und
Kontakt von Lida Winiewicz und Claus Spahn mit Doris
Bierett, Hildegard Krekel, Kristiana Nel, Christine Scherer,
Ilsemarie Schnering und Uwe Dallmeier, Hans Helmut Dickow,
Günther Jerschke, Volkert Kraeft, Gottfried Mehlhorn Regie: Wilhelm
Semmelroth WDR Ab 10. September 1982 in den III. Programmen der ARD


KLATSCHMOHN
1973
PROBLEME SCHÜLERN STUDENTEN LEHRLINGEN – SCHULE
ELTERNHAUS BETRIEB UNIVERSITÄT BUNDESWEHR WEHRERSATZDIENST
ERWACHSENEN ÜBER SCHAUBAR DURCH SCHAUBAR
MACHEN EINEM THEMA DOKUMENTARFILM
KURZSPIELFILM POLITSONGS MUSIK STREITGESPRÄCH BLACK OUT
NACHRICHTENSENDUNG FÜR JUNGE LEUTE INFORMATIONEN
ÜBLICHEN TAGESSCHAU HEUTE FERNSEHFEATURES RADIOSENDUNGEN ZEITUNGEN
SCHULE – ELTERNHAUS SCHULE – BETRIEB JUNGWÄHLER-PARTEIARBEIT WEHRDIENST ZIVILER ERSATZ
DIENST AUSBILDUNGSFRAGEN MUSIKINFORMATIONEN UNIVERSITÄT SOZIALER HILFSDIENST
PRESSESPIEGEL JUGEND- SCHÜLERZEITUNGEN STUDENTENZEITUNGEN WERKZEITUNGEN MUSIKZEITSCHRIFTEN LEHRLINGSZEI
TUNGEN 27. JANUAR 24. MÄRZ 19. MAI
14. JULI 8. SEPTEMBER
3. NOVEMBER 29. DEZEMBER 1973 WDR


Ringo
im Wunderland.
Ein Magier,
der „Nowhereman"
heißt, hat ihm
eine Märchenwelt
gezaubert und
läßt ihn auf einem
Vogel reiten.
Edelmann zeichnete
dafür ein Pop-
und Psychedelic-
Panorama.



Heinz Edelmann[illegible]

Edelmann[illegible]“[illegible]——[illegible]…”[illegible]“[illegible]”[illegible]

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Charles[illegible]Ray Eames[illegible]Edelmann[illegible]Herdeg[illegible]Ruegg[illegible]

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Ian Ballantine [illegible]



Ian Ballantine[illegible]1916—1995[illegible]Ballantine [illegible]Betty[illegible]1945[illegible]Bantan[illegible]1952[illegible] Ballantine[illegible]1973[illegible]Ballantine[illegible]Random House[illegible]Ballantine[illegible]1975[illegible]1984[illegible]World Fantasy Awards[illegible]Ballantine[illegible] J.R.R.Tolkien[illegible]Lord of the Rings[illegible]H.P. Lovecraft[illegible]160[illegible]

1974[illegible]10[illegible]Ballantine Books[illegible]Ian Sommers[illegible]Isaac Asimov[illegible]Foundation Trilogy[illegible]

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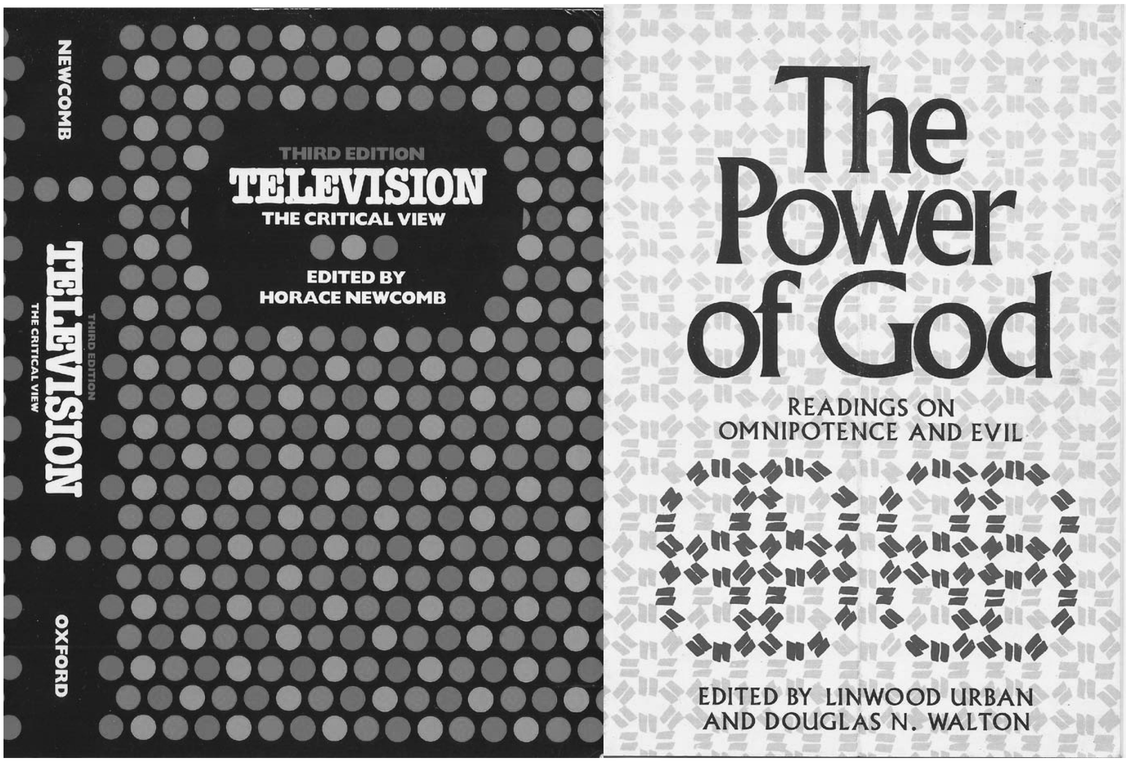
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Lucian Bernhard[illegible]·[illegible]



1883–1972 | [illegible] | [illegible]

Bernhard[illegible]“object poster”[illegible]

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Bernhard[illegible]

Lucian Bernhard 20[illegible]Priester[illegible]“[illegible]”[illegible]Bernhard[illegible]Bernhard[illegible]

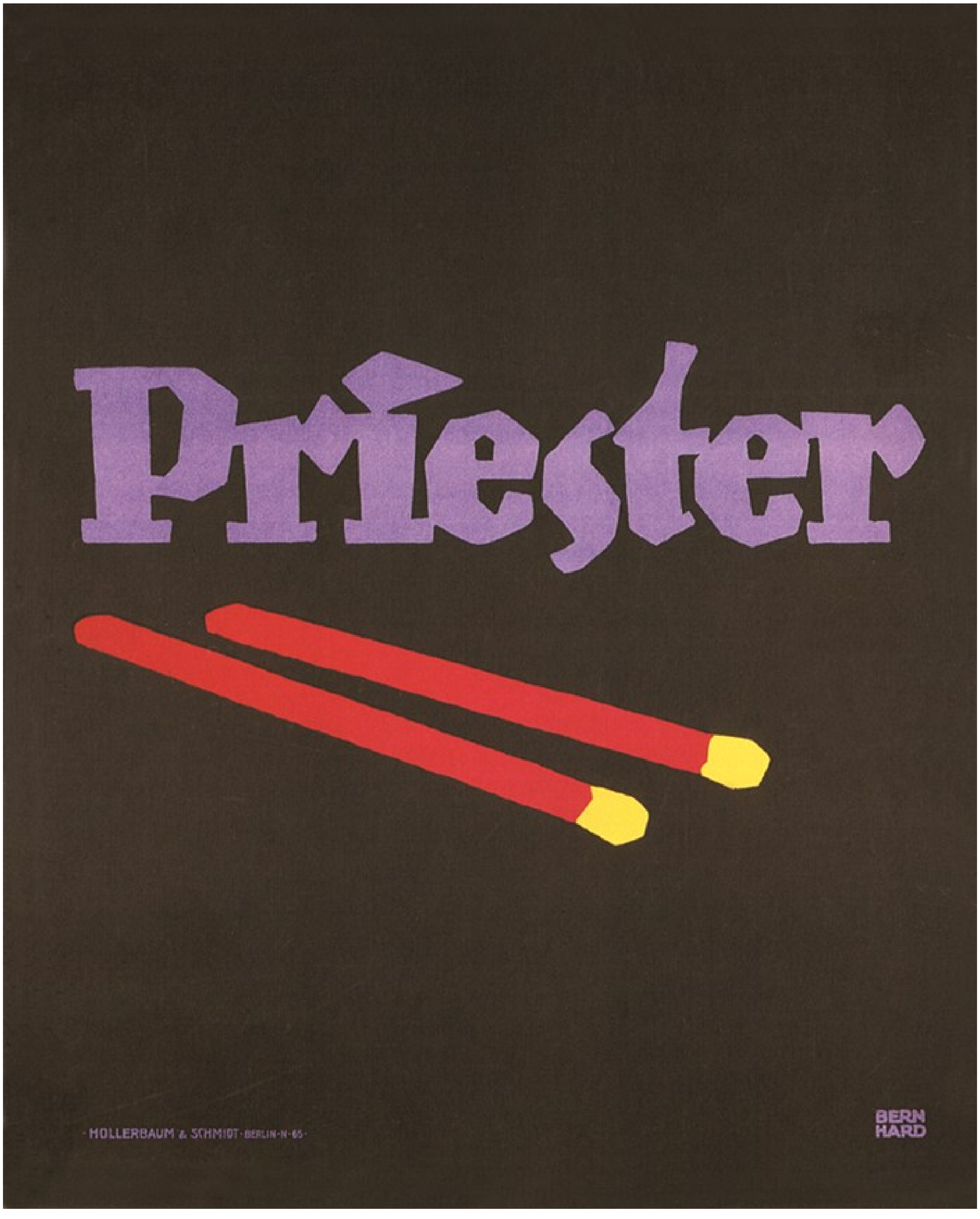
Lucian Bernhard[illegible]Priester[illegible]Ernst Growald[illegible]“[illegible]”Growald [illegible]Bernhard[illegible]

Bernhard[illegible]Beggarstaff[illegible]Beggarstaffs[illegible]Bernhard[illegible]

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Bernhard[illegible]1906[illegible]20[illegible]Contempora[illegible]

Bernhard Modern□Bernhard Gothic□□□□□□□□□□□□□□□□□□□□



Priester□□□□□□□□1905□

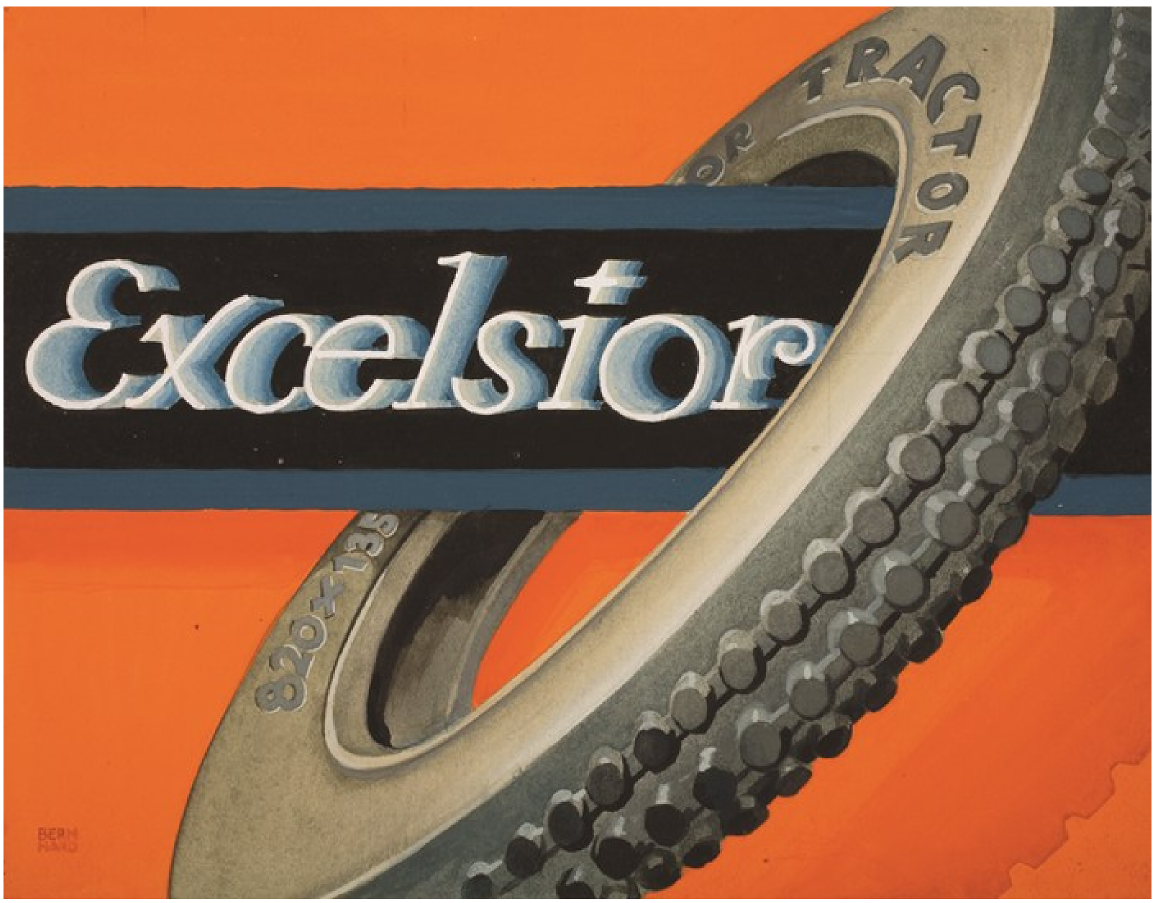
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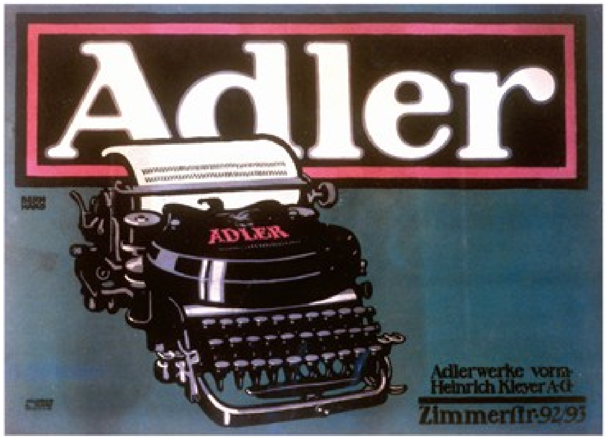
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Excelsior□□□□□□□□□□□1914□



"Lucidity, clarity, fitness is the aim. New rules must complement the old. As the automobile has found its own specific beauty, so will commercial typography find its own expression—quite different from the art of the book, though many mistakes may still be necessary before the goal is reached."[1]

Adler[illegible]1909[illegible]

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——Lucian Bernhard

*[illegible]*Bernhard*[illegible]*

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Bosch□□□□□□1914□

Hans Rudi Erdt□□□·□□·□□□□

1883–1918 | □□□□□□□□ | □□□□□□□□□□□□□

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□Lucian Bernhard□□□Hans Rudi Erdt□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□Bernhard □□□□□□□□□□□□□□Erdt□□“□

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□□□Des Kaisers Weihnachtsreise□□□□□1917□

□□□Hollerbaum & Schmidt□Erdt□□□□□□□□□□□Bernhard□
Julius Klinger□Julius Gipkens□□□□□□□□□Erdt□□□□□
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Hermann Scherer□□□1911□

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[illegible]Pop Art[illegible]Roy Lichtenstein[illegible]Andy Warhol[illegible]

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1984[illegible]“Macintosh”[illegible]Mac[illegible]PC[illegible]Mac[illegible]Mac[illegible]128k[illegible]Mac[illegible]

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20[illegible]90[illegible]David Carson[illegible]

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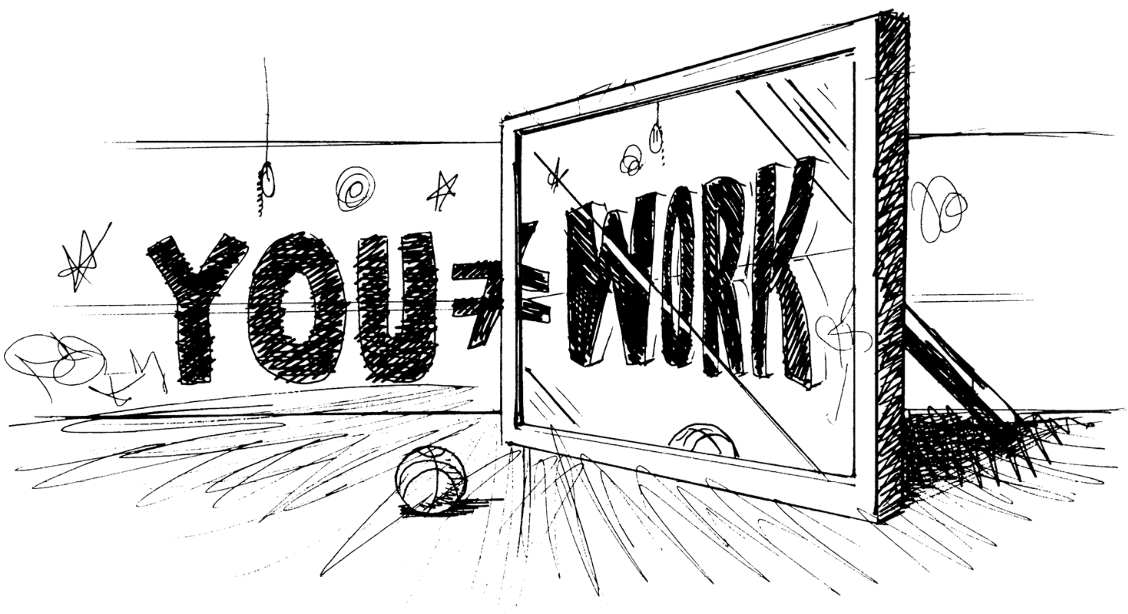
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ADVICE

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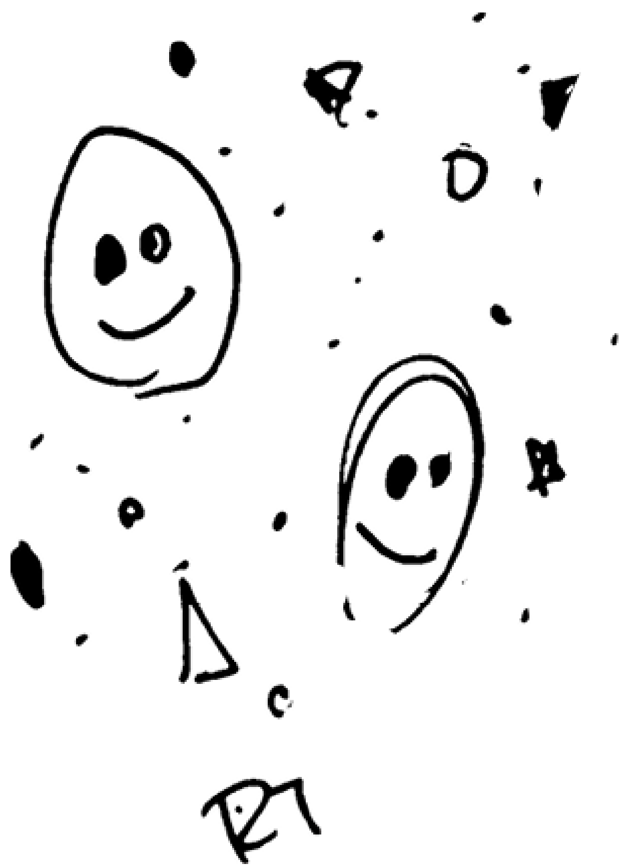
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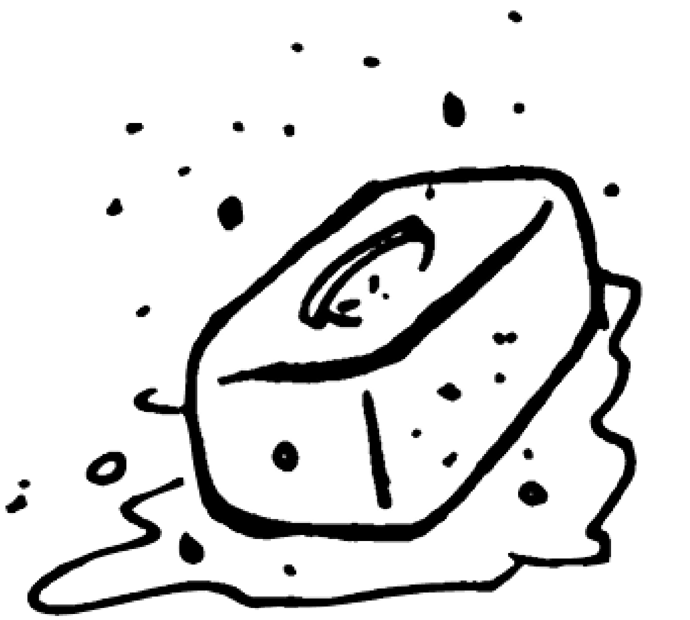
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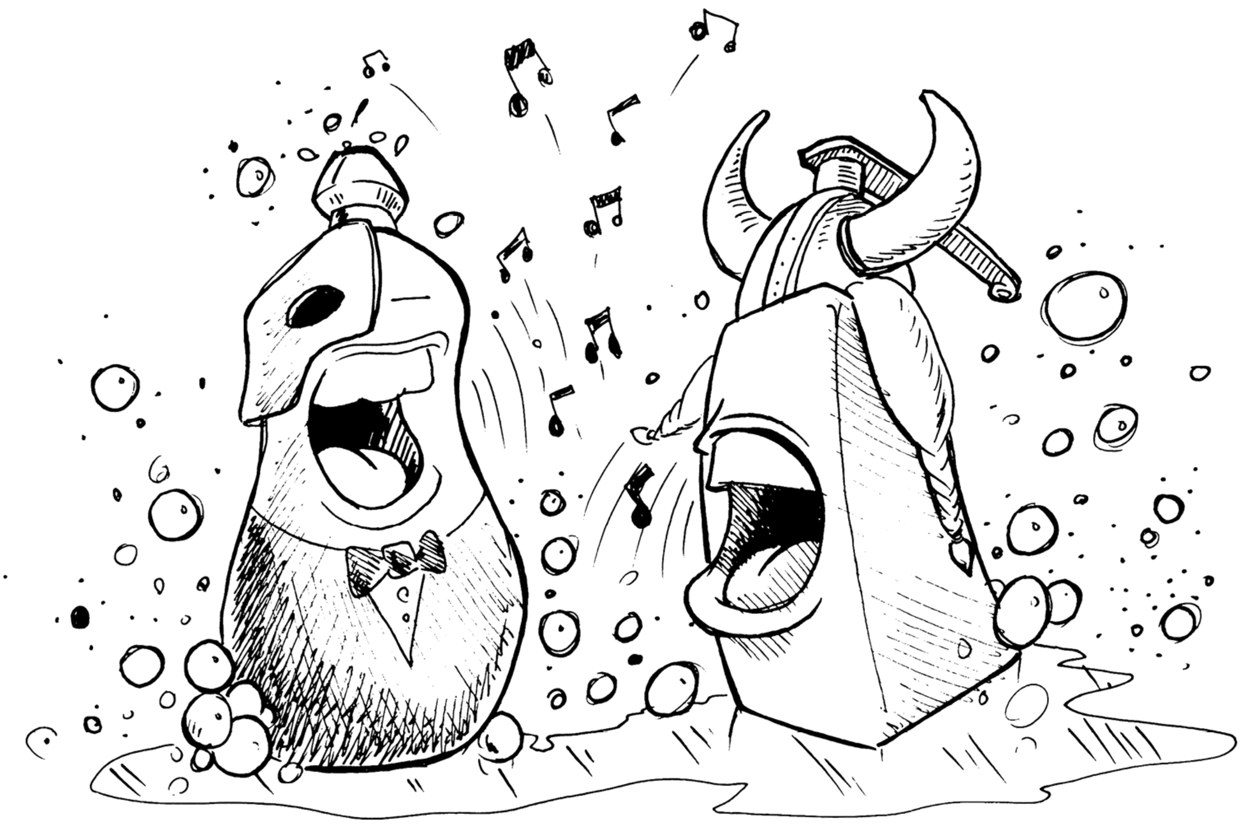
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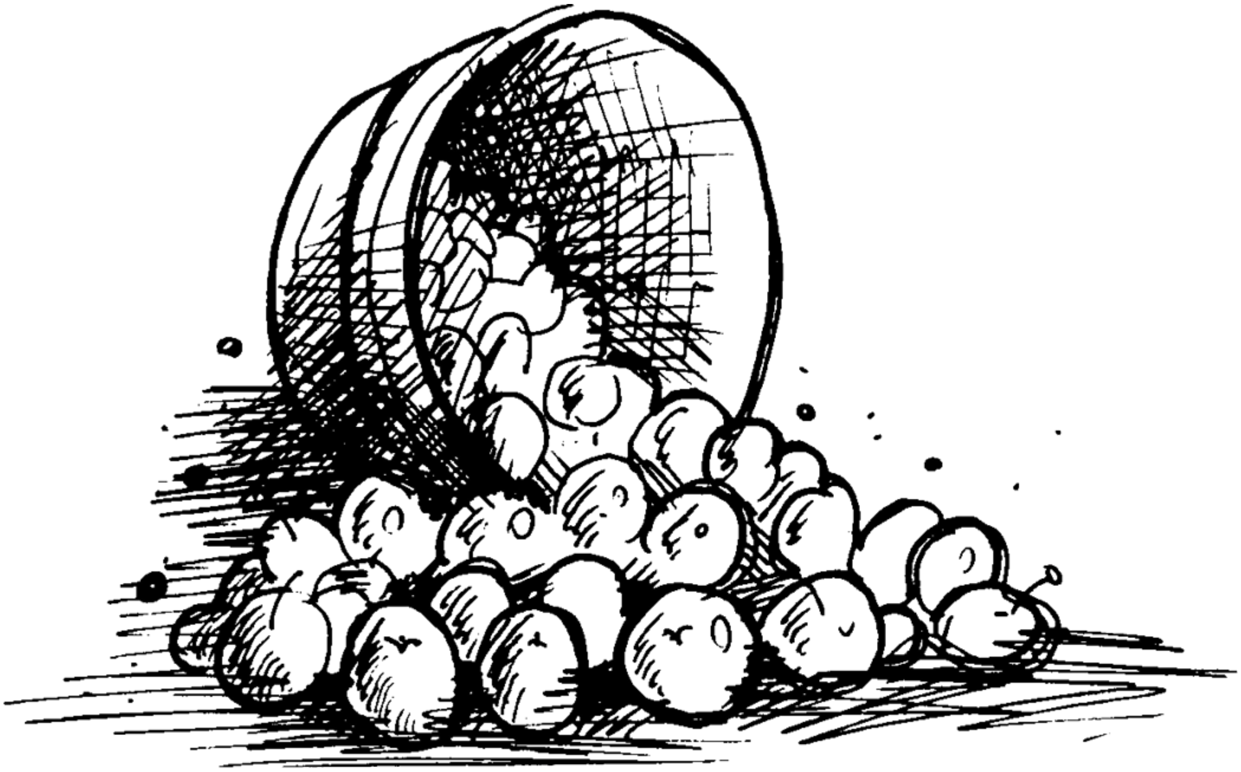
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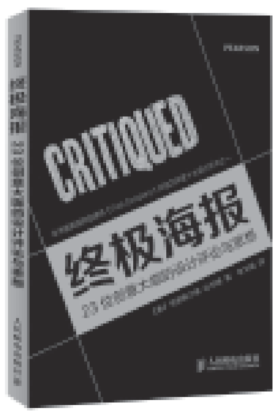
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现代平面设计史中的 50 位巨匠



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国际顶级平面设计师的成功法则



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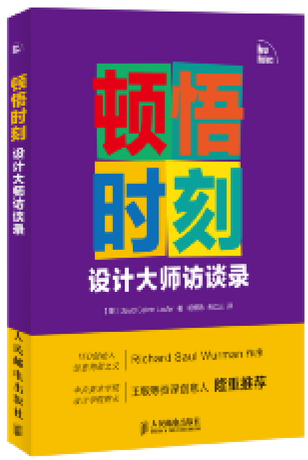
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